

WHAT IS PROMPT ENGINEERING?

Writing instructions that get you an answer worth using

Prompt engineering is the skill of giving an AI tool clear context, a precise task, and the format you want — so it produces a focused, usable answer instead of a generic one.

WHY IT MATTERS FOR YOUR RESEARCH



Literature Reviews

Get a focused synthesis of themes, gaps and methods — not a generic summary.



Academic Writing

Draft abstracts, emails and proposals that already match your tone and audience.



Data & Coding

Get more accurate analysis scripts and outputs in fewer back-and-forth attempts.

Ingredients of a good prompt

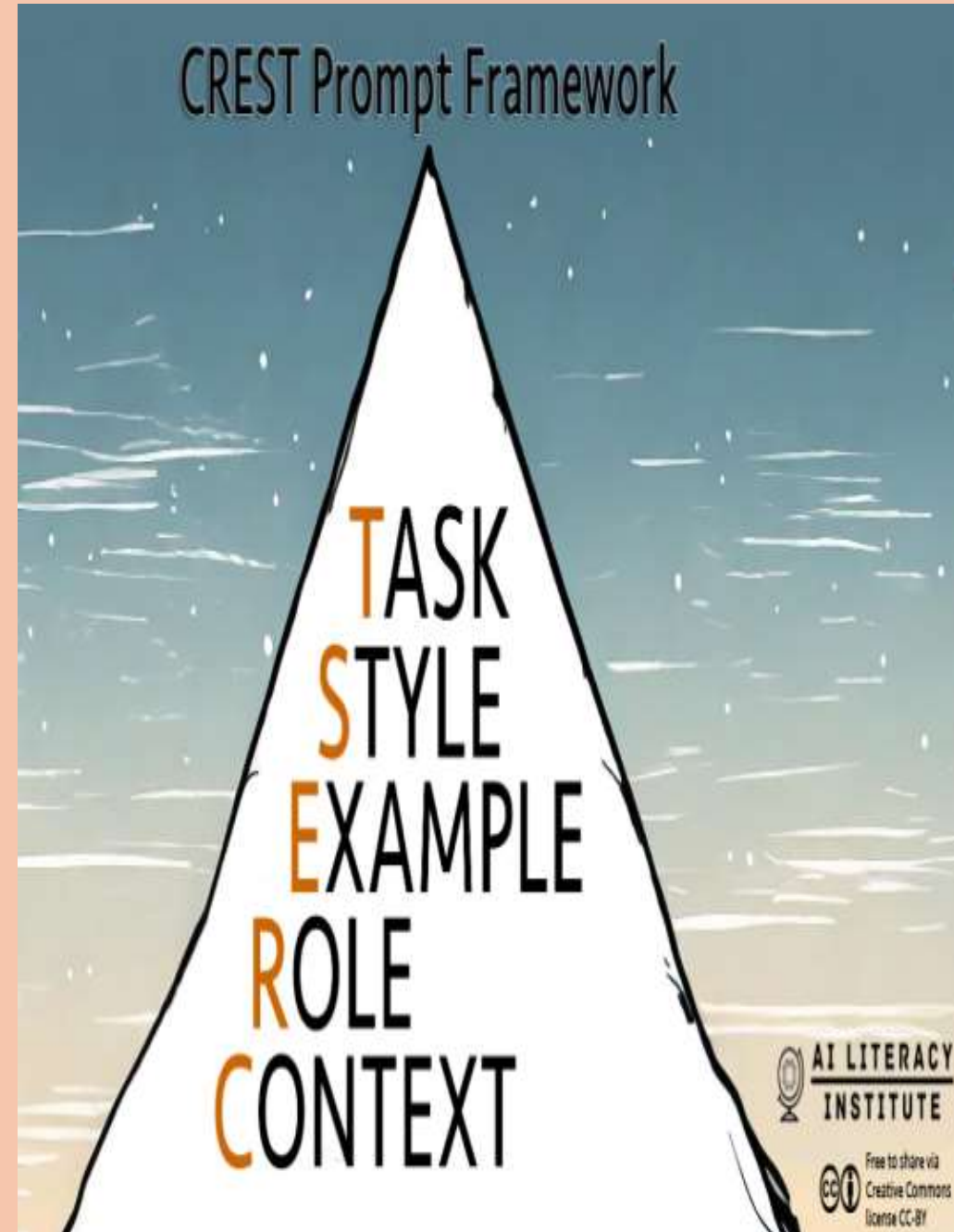
Getting specific answers from a chatbot requires clear instructions.

There is no right way to prompt, but we did like to provide you with a framework that will help you get started.

We will break down a prompt to its key ingredients so you can think critically of each part and, in the end construct a prompt useful for your work.

Prompt Framework

- **Context** (give background info)
- **Role**: You are a (as if you were asking a human expert)
- **Example** - (do you have an example of What you want it to look/ sound Like
- **Style** - How long bullet points?
- **Task** - What do you want the AI to do



Prompt Framework

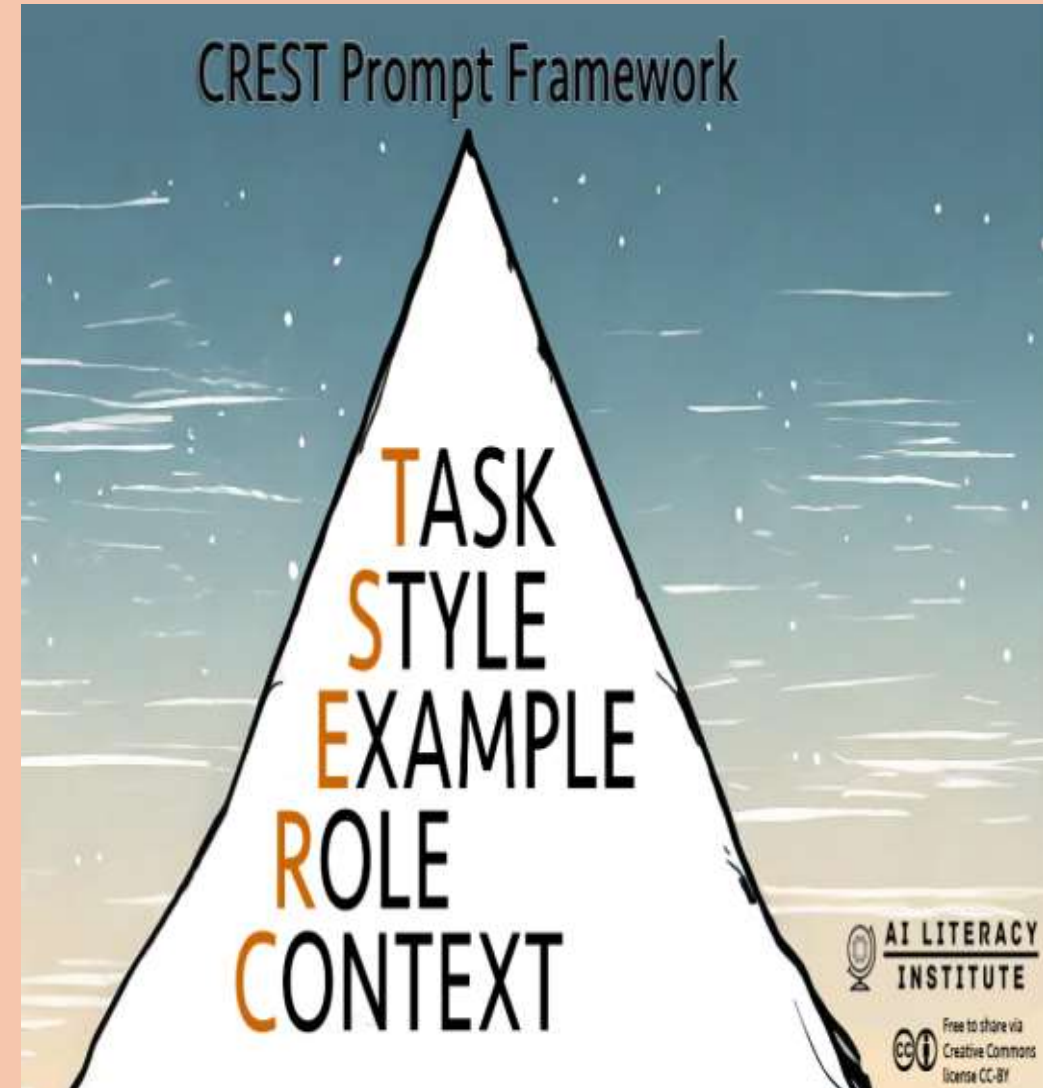
Context: You are teaching a science class of 10 year old students in Estonia. You want to explain the concept of gravity in an increasing and fun way

Role: You are an expert teacher

Example: Previous lesson plan, if available

Style: Use simple language and Estonian English

Task: Create a 1-hour lesson plan on gravity with 2 activities for students to work on in groups



Prompt Framework

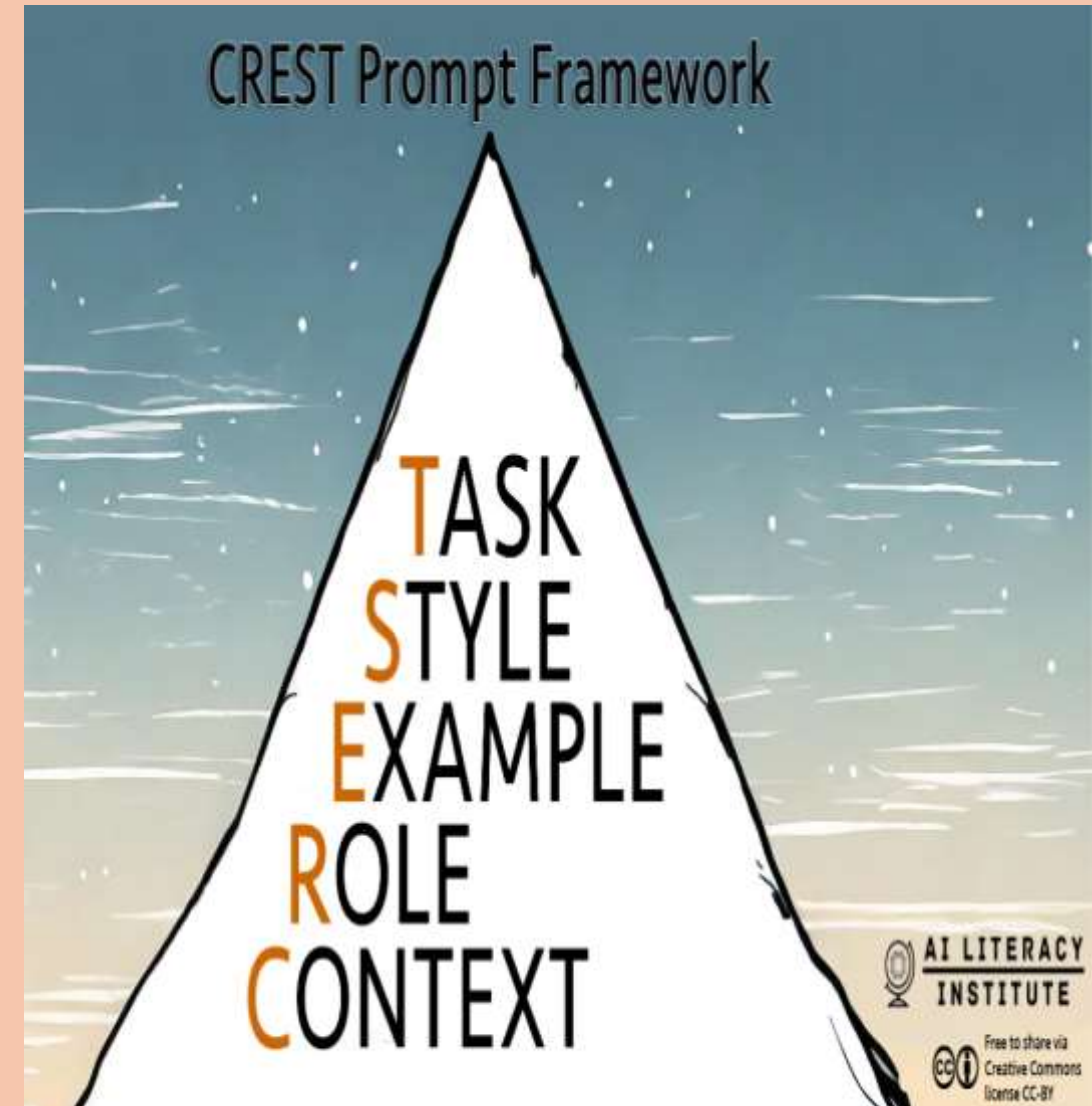
Context: You want to explore new job ideas for someone who likes working with their hands and crafting handmade things. This person also enjoys cooking but does not like working with children

Role: You are a career coach

Example:

Style: Use bullet points. Keep it short.

Task: Suggest five jobs for this person and Write a short overview of each job and tips for Getting into a new industry



Ingredient 1: The Ask



The ask is the simplest form of a prompt. It's a few words that say what you want, like:

Ingredient	Content
Ask	"movies", "cookie recipe", or "coffee in Helsinki."

Ingredient 2: Context



Let's leverage the LLM's ability to utilize context. As the presenter, you know your audience and your goals. Adding context tells the AI why you need this and who it's for. Without context, the AI can't tailor the output to your real-world situation.

Ingredient	Content
Ask	List coffee shops in Helsinki
Context	for visiting journalists who want to get to know the coffee scene.

Ingredient 3: Information

An LLM can transform the information we provide into new forms.

We don't just have to rely on its training data for the outputs. Remember, you are the local coffee expert. Let's provide our own research as a base to work from.

Ingredient	Content
Ask	Help me create a short presentation about my favorite coffee spots.
Context	I have journalists visiting from abroad, and they are counting on my recommendations.
Information	Use my research document and my top picks.

This is starting to get good, but it doesn't quite nail the kind of presentation you want to hold. Let's move to the final ingredient.

Ingredient 4: Desired Outcome



Now that we have the information to work on, the context, and the ask, it's time to give some additional details about what we want the outcome to be. This could be instructions on how you want the tone of voice to be, how long the answer is, or any other details that might be useful to reaching exactly the output you need.

Ingredient	Content
Ask	Help me create a short presentation about my favorite coffee spots.
Context	I have journalists visiting from abroad, and they are counting on my recommendations.
Information	Use my research document and my top picks.
Desired outcome	First, explain the basic agenda of the day. We'll be going from R-kioski, to Delicato, and closing off in Ekberg. Then write a highlight about each stop. Make it short, to the point, and flow well as a speech, then finish it with 'Let's get started!'

Take note that you don't have to write one prompt that includes all these parts. You can refine answers by giving instructions in a continuous conversation.

Specific prompt vs. vague prompt:

Vague prompt: “Tell me about communication at work.”

- The model will give you general information about the topic:
“Communication at work is important because it helps teams collaborate and achieve goals...”

Specific prompt: “Explain three ways to improve email communication at work. Give examples that would apply to a small non-profit organization and keep the explanation easy to understand.”

- Now the model has clear guidance. It’s more likely to produce a focused, helpful answer, like: “1. Use clear subject lines... 2. Keep emails concise... 3. Encourage a reply-by date...” and so on.

Think of it this way: The model is always ready to write, but without clear instructions, it may fill the empty page with whatever it decides fits best. The more context and direction you provide, the more useful the result will be.

Talking to AI (Prompting)

- How we ask real people to do something
- Make me eggs
- Make me scrambled eggs
- Make me scrambled eggs with tasty cheese and a hint of basil
- Make me 2 scrambled eggs with tasty cheese and a hint of basil. I like salty eggs with some browned bits and all of these cheese completely melted

Prompts to write a letter

- Write a letter
- Write a letter to your neighbour about her barking dog
- Explain that you like pets and support her having a dog, but it is barking loudly all day and stopping you from being able to think and work. Be polite and conversational

Prompts to make a shopping list

- Write a shopping list
- Write a shopping list for a family of 4 in Estonia. The family has two vegetarians and needs easy dinner meals for busy weeknights. Breakfast will be eggs , and everyone has sandwiches and fruit for lunches.

Prompt tips

- Be clear and specific
- Ask for what you want – AI can do a lot!
- For example: Short and simple answers, translations

Tips for Better Prompts

1. **Be specific about your goal**

Instead of “Tell me about project management,” try “Summarize the key stages of project management in under 200 words, focusing on budget planning for a marketing campaign.”

2. **Give context where needed**

If you’re asking the model to produce a job description, specify the role, the company size, and the desired qualifications.

3. **Request a format or style**

Want bullet points, a table, or a one-paragraph summary? Let the model know: “List three bullet points” or “Write a two-sentence summary.”

4. **Iterate and refine**

If the first answer isn’t what you were hoping for, refine your prompt. Add more details, or clarify what wasn’t right the first time. > Treat it like a back-and-forth conversation where you can say, “Actually, that wasn’t quite what I was looking for. Let’s try again with these details...”